

62.41

Rev

**WHOLESALE**

**PRICE LIST**

**P H L O X**  
**S H R U B S**  
**P E R E N N I A L S**

**FOR SPRING 1954 PLANTING**

Phone 7-3171

**THE LARGEST**  
**GROWERS OF PERENNIALS**  
**IN AMERICA**

**RICHARDS GARDENS, INC.**

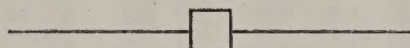
**PLAINWELL, MICHIGAN**

### **Terms and Conditions of Sale**

Prices are all f.o.b. Plainwell, Michigan, CASH WITH ORDER or the usual 30 days, NET. New customers please furnish references.

Shipment will be made by express unless instructed different. If parcel post is requested we will bill you for the postage. ALL GOODS TRAVEL AT PURCHASERS RISK, and we cannot be responsible for the crop, except in case of error on our part, when we shall not be responsible for a greater amount than the price paid.

**This Price List Cancels All Previous Lists**



Minimum; 25 plants of one variety

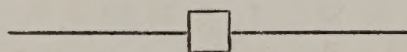
**Except where noted**

25 of a kind at the 100 rate

No charge for packing

250 at the 1000 rate

**Except Strawberries, which are net**



If there are any items you are interested in that are not listed in this catalog, please write us for quotations as we may be able to furnish them.

We can also offer a complete pack-out service and if you are interested in this please write for prices, varieties of plants, etc.

We will be looking forward to serving you better in the future.

**RICHARDS GARDENS, INC.**



# Heavy Rooted, One-Year Field Grown

## Perennial Plants

### Achillea

**PTARMICA, the Pearl**—Pure white double blossoms in large clustered heads

100 for \$5.00

1000 for \$47.50

**FILIPENDULA Parker's Variety**—Large heads of golden yellow flowers on long stems.

100 for \$5.00

1000 for \$47.50

### Alyssum

**SAXATILE COMPACTUM**—One of the showiest spring flowers with its large clustered blooms of bright yellow.

100 for \$5.00

1000 for \$47.50

### Aubrietia

**MONARCH STRAIN**—Contains almost every conceivable shade of deep red, violet, rose, lavender, mauve, pink and purple.

100 for \$7.00

1000 for \$66.50

### Aquilegia

**CRIMSON STAR**—Very striking. Blooms are bright crimson outside; waxy white inside.

100 for \$7.00

1000 for \$66.50

**MRS. SCOTT ELLIOTT**—Large, long spurred flowers in a wide range of colors, covering all shades of lavender, purple, red, white, yellow, blue and pink.

100 for \$6.00

1000 for \$55.00

**LONGISSIMA**—Extra large flowers of clear yellow

100 for \$7.00

1000 for \$66.50

**ROSE QUEEN**—Richly colored deep rose blooms. Fine for cutting.

100 for \$5.00

1000 for \$47.50

**CLEMATIFLORA**—Resembles a clematis. Blooms in June in a variety of pastel shades.

100 for \$5.00

1000 for \$47.50

**LONG SPURRED BLUE**—Large flowers in all shades of blue.

100 for \$5.00

1000 for \$47.50

**SILVER QUEEN**—Finely formed florets of silvery white

100 for \$5.00

1000 for \$47.50

### Arabis

**ALPINA**—A splendid creeping plant which seldom grows over 12 inches high. Masses of white blossoms in early spring.

100 for \$6.00

1000 for \$55.00

## Asclepias (Butterfly Weed)

**TUBEROSA**—Produces an abundance of brilliant orange flowers.  
100 for \$5.00 1000 for \$47.50

## Asters

**GOLIATH (heavy transplants)**—A dwarf plant with dark blue flowers.  
100 for \$10.00 1000 for \$95.00

**THE SEXTON**—Dark Blue  
100 for \$12.00 1000 for \$100.00

**THE ARCHBISHOP**—Light Blue  
100 for \$12.00 1000 for \$100.00

**PLENTY**—Soft blue flowers that are semi-double  
100 for \$15.00 1000 for \$135.00

**PROSPERITY**—Large deep rosy pink flowers in great masses.  
100 for \$15.00 1000 for \$135.00

## Callirhoe

**INVOLUCRATA**—Fine lacy foliage and bears large, saucer-shaped blooms of bright crimson with white spots  
100 for \$5.00 1000 for \$47.50

## Campanula—Medium

BLUE

WHITE

PINK

**DOUBLE AND SINGLE PRIZE MIXTURE**

100 for \$5.00 1000 for \$47.50

**CALYCANTHEMA**—Large cup and saucer-shaped flowers in a variety of colors.

100 for \$5.00 1000 for \$47.50

## Carnations

**KING OF THE BLACKS**—Large, fragrant flowers of deepest maroon color and satiny black sheen.

100 for \$5.00 1000 for \$47.50

**GOLDEN SUN**—Sweet scented, golden yellow color

100 for \$5.00 1000 for \$47.50

**PINK**—Clear pink color

100 for \$5.00 1000 for \$47.50

**RED**—Striking brilliant red color and very profuse habit of blooms.

100 for \$5.00 1000 for \$47.50

**WHITE**—Should be included in all carnation plantings to complete the color range.

100 for \$5.00 1000 for \$47.50

**MIXED**

100 for \$5.00 1000 for \$47.50



## Delphinium—Pacific Hybrids

May Sown

- GALAHAD**—Pure white with white bee.  
100 for \$9.50 1000 for \$90.00
- GUINEVERE**—Light pink, lavender with white bee.  
100 for \$9.50 1000 for \$90.00

## Delphinium—Pacific Hybrids

Late July Sown

- CAMELIARD**—Clear soft lavender. White bee.
- BLACK KNIGHT**—Darkest royal violet
- BLUE BIRD**—Clear medium blue with white bee
- BLUE JAY**—Medium to dark blue with darker bee.
- PERCIVAL**—White with brown bee.
- SUMMER SKIES**—Clearest light blue. White bee.
- ROUND TABLE**—A superb mixture of the finest shades  
100 for \$6.00 1000 for \$57.00

## Delphinium

- BELLADONNA, Improved Cliveden Beauty**—Beautiful soft light blue in color  
100 for \$4.50 1000 for \$40.00
- BELLAMOSUM**—Has rich deep blue color  
100 for \$4.50 1000 for \$40.00
- CHINESE**—Graceful habit of growth and has finely cut foliage.  
100 for \$4.50 1000 for \$40.00

## Centaurea

- MONTANA BLUE**—Numerous large deep blue flowers somewhat resembling the annual cornflower.  
100 for \$5.00 1000 for \$47.50

## Coreopsis

- DOUBLE SUNBURST**—Double flowers of gold color  
100 for \$5.00 1000 for \$47.50

## Dianthus

- MIDGET MIXED**—Dwarf variety much used for borders. Mixed colors of wide range.  
100 for \$5.00 1000 for \$47.50
- SCARLET BEAUTY**—Brightest scarlet color for massed display.  
100 for \$5.00 1000 for \$47.50

## Digitalis

- This elegant strain of an old-fashioned flower attains a height of 4 feet. The color mixture is superb, ranging from white to pink to deepest rose.  
100 for \$5.00 1000 for \$47.50



## Gypsophila

**SNOW WHITE DOUBLE**—Produces a mass of small white flowers, mostly double.

100 for \$5.00

1000 for \$47.50

## Gaillardia

**BURGUNDY**—Plants produce a profusion of warm, rich dark red blossoms with high-tufted centers.

100 for \$5.00

1000 for \$47.50

**DAZZLER**—Large flowering type with blooms of bright golden yellow centered with a disc of satiny maroon

100 for \$5.00

1000 for \$47.50

**GOBLIN**—A true Dwarf Gaillardia. Plants grow 12 to 15 inches high in very compact shape. Foliage almost disappears under mass of large, deep red and gold blooms.

100 for \$5.00

1000 for \$47.50

**PORTOLA HYBRIDS**—Extremely large flowering strain and noted for the wide range of deep colors which vary from reddish brown to deep gold.

100 for \$5.00

1000 for \$47.50

## Heuchera

**ROSAMUNDI**—One of the best coral-pink sorts.

100 for \$18.00

## Hollyhocks

**LILAC**—Huge, double flowers in soft lavender shade.

100 for \$5.00

1000 for \$47.50

**ORANGE PRINCE**—Well shaped background petals of clear yellow with rosette of blushing orange in center.

100 for \$5.00

1000 for \$47.50

**SCARLET**—A brilliant red blossom on tall, erect stems.

100 for \$8.00

1000 for \$76.00

**YELLOW**—Long graceful spikes bearing huge balls of pastel yellow blooms.

100 for \$5.00

1000 for \$47.50

**CHATER'S DOUBLE MIXED**—Beautiful range of color in one of the best mixed strains.

100 for \$5.00

1000 for \$47.50

**COLORADO SUNSET**—Color a glowing golden-orange.

100 for \$5.00

1000 for \$47.50

**IMPERATOR**—An erect perennial with long spikes bearing lovely, double blooms.

100 for \$5.00

1000 for \$47.50

## Heliopsis

**LEMOINE'S GIANT**—Large, double blooms of golden yellow color.

100 for \$5.00

1000 for \$47.50

## Hibiscus

**PINK  
RED**

**AVALON HYBRIDS**

**100 for \$5.00**

**1000 for \$47.50**

## Iberis

**GIBALTARICA**—Masses of lavender blossoms, with evergreen foliage in early spring.

**100 for \$5.00**

**1000 for \$47.50**

## Iris Dichotoma

**MIXED**—Colors run from light cream through blues, purples and red shades.

**100 for \$8.00**

**1000 for \$76.00**

## Iris

**CAESAR'S BROTHER**—This is the best of all the dark blue Siberian Iris.

**100 for \$7.00**

**1000 for \$66.50**

## Incarvillea

**DELAVAYI**—One of the best of this variety. Produces beautiful rose-pink flowers.

**100 for \$7.00**

**1000 for \$66.50**

**BREVIPEs**—A very beautiful red Incarvillea.

**100 for \$7.00**

**1000 for \$66.50**

## Lavendula

**VERA (Munstead Strain)**—A dwarf variety which grows in compact form and bears exquisitely fragrant blue flowers.

**100 for \$8.00**

**1000 for \$76.00**

## Lathyrus Latifolius

A climbing form of Sweet Pea which should be more generally planted in this country.

**100 for \$6.00**

**1000 for \$55.00**

## Linum Perenne

Clear light blue blooms.

**100 for \$5.00**

**1000 for \$47.50**

## Lychnis Chalcedonica

Vivid scarlet flowers in flat heads come over a long blooming period.

**100 for \$5.00**

**1000 for \$47.50**



## Lythrum

**THE BEACON**—An excellent background plant that bears masses of rose-pink flowers.

100 for \$5.00

1000 for \$47.50

## Matricaria

**BALL'S DOUBLE WHITE**—This is the only fully double-flowering pure white strain.

100 for \$5.00

1000 for \$47.50

**BALL'S DOUBLE GOLDEN**—Similar to the white except it produces masses of golden colored blooms.

100 for \$5.00

1000 for \$47.50

## Pansy

**SWISS GIANT MIXED**—The largest flowers in a veritable rainbow of colors.

100 for \$3.50

1000 for \$33.25

## Physalis

Lantern-shaped fruits which turn a bright red when ripe

100 for \$5.00

1000 for \$47.50

## Platycodon

**BLUE**—Large flowering and extra rich blue in color.

100 for \$6.00

1000 for \$55.00

## Pyrethrum

**RED**—Colors range from red to deepest crimson

**PINK**—Colors range from rose to light pink

**MIXED**—A superb mixture of above colors

100 for \$6.00

1000 for \$55.00

## Saponaria

**OCYMOIDES SPLENDENS**—Rosy pink, small

100 for \$5.00

1000 for \$47.50

## Scabiosa Perfecta

**PERFECTA**—A soft lilac lavender shade.

100 for \$5.00

1000 for \$47.50

## Shasta Daisy

**ALASKA**—Blooms of large size with large golden centers

100 for \$5.00

1000 for \$47.50

**DIENER'S**—Tall growing with strong stems and immense white blooms.

100 for \$5.00

1000 for \$47.50



## Stokesia

Clear azureblue in color and plants begin blooming in July.

100 for \$6.00

1000 for \$55.00

## Statice

**LATIFOLIA**—Grows in fine lace-like form with a profusion of misty purplish-blue blossoms.

100 for \$6.00

1000 for \$55.00

## Valeriana

**COCCINEA RUBRA**—Bright red

100 for \$5.00

1000 for \$47.50

## Veronica

**LONGIFOLIA**—The handsomest of blue flowering plants

100 for \$5.00

1000 for \$47.50

## Violas

**JERSEY GEM**—Rich, shimmering violet-blue color.

100 for \$5.00

1000 for \$47.50

**WALLER FRANKLIN**—Mixture of gay blues and yellows

100 for \$5.00

1000 for \$47.50

## Violet

**ROYAL ROBE**—A lustrous shade of violet-blue. Blossoms are very fragrant and open flat like a pansy.

100 for \$18.00

1000 for \$160.00

## Gladiolus—Choice Mixture

No. 1

\$15.00

No. 2

\$13.00

No. 3

\$10.00

## Lilium Regale

Nice 5 to 6 inch bulbs

\$12.00 per 100

\$90.00 per 1000

## Astilbe

	100	1000
<b>AVALANCHE</b> —White	\$15.00	\$140.00
<b>PEACH BLOSSOM</b> —Light Pink	\$15.00	\$140.00
<b>QUEEN ALEXANDER</b> —Dark Pink	\$15.00	\$140.00

## Hardy Mums

Grown in 2½" Pots

	10	25	100
Black Velvet—Dark Red	\$2.00	\$4.50	\$15.00
Brown Eyes—New Bronze Cushion	3.00	6.75	25.00
Huntsman—Red	2.00	4.50	15.00
Joan Helen—Garnet	2.00	4.50	15.00
Lavender Lady—Lavender	2.00	4.50	15.00
Lee Powell—Large Yellow	2.00	4.50	15.00
Limelight—New Light Yellow	3.00	6.75	25.00
Golden Carpet—Golden Yellow	2.00	4.50	15.00
Golden Wand—Yellow Cushion	2.00	4.50	15.00
Rouge Cushion—Red Cushion	2.50	5.50	20.00
White Tower—White Pompom	2.00	4.50	15.00

## Phlox

Aetna—Red	
Africa—Red	
Border Gem—Purple	
Bright Eyes—Red	
Caroline Vandenberg—Purple	
Count Zeppelin—White with Red Eye	
Daily Sketch—Light Pink	
Ethel Pritchard—Light Lavender	
Europa—White with Pink Eye	
Eva Foerster—Salmon with White Eye	
Hauptman Kohel—Red	
Mary Louise—Best White	
Mia Ruys—Dwarf White	
Morganrood—Red	
Pink Charm—Pink	
Prime Minister—White with Red Eye	
Rosea Superba—Light Pink	
Salmon Glow—Salmon	
San Antonio—Plum Red	
Starlight—Purple with White Eye	
100 for \$15.00	1000 for \$120.00

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## Mixed Phlox

100 for \$10.00

1000 for \$90.00

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## **Phlox**

### **New Varieties**

Bluette—Blue  
Cheerfulness—New Pink  
Fuschia—New Purple  
Ruth May—New clear Pink  
Pinkette—Light Pink  
Polka Dot—White with Red Eye  
Purple Heart—New Purple, large flower head  
Purple Sweetheart—Purple  
100 for \$18.00 1000 for \$150.00

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## **Phlox Liners for Spring Delivery Only**

Ready about May 10 until June 15

Actina—Red  
Caroline Vandenberg—Purple  
Charles Curtiss—Light Red  
Count Zeppelin—White with Red Eye  
Daily Sketch—Pink  
Ethel Pritchard—Light Lavender  
Flash—Red  
Fuschia—New Purple  
Hauptman Kohel—Red  
Lillian—Pink  
Mary Louise—Best White  
Mia Ruys—Dwarf White  
Prime Minister—White with Red Eye  
Pink Charm—Pink  
Pinkette—Light Pink  
Polka Dot—White with Red Eye  
Rosea Superba—Light Pink  
Ruth May—Dwarf White  
San Antonio—Plum Red  
Salmon Glow—Salmon  
Salmon Beauty—Dark Salmon  
Thor—Light Red  
World Peace  
100 for \$5.00 1000 for \$45.00

## **Phlox Liners—New Varieties**

Brigadier—Light Red  
Cherry Ripe—Cherry Red  
Cheerfulness—Light Pink  
Orange Beauty—Light Red  
Purple Heart—New Purple  
Sir John Falstaff—New Pink  
100 for \$7.50 1000 for \$70.00

## Strawberries

For Spring Delivery Only

	Per 1000
DUNLAP	\$10.00
ROBINSON	10.00
CATSKILL	12.00
DORSETT	12.00
PREMIER	12.00
SPARKLE	12.00
TEMPLE	12.00
FAIRLAND	14.00
ARMORE	25.00
JUMBO	25.00
VERMILLION	25.00
GEM Everbearing	16.00
MINN. 1166 Everbearing	18.00
STREAMLINER Everbearing	18.00

*or*

## Asparagus

	1 year		2 year	
	100	1000	100	1000
Martha Washington	\$1.75	\$14.00	\$2.00	\$18.00
Paradise	\$1.75	\$14.00	\$2.00	\$18.00



## Shrubs

	Size	10	25
<b>Salix Nana Purpurea</b>	18/24"	\$2.25	\$4.75
(Blue Willow) A dwarf bush that makes a distinctive hedge. Foliage is unusual bluish gray with a tinge of green. Withstands extreme cold weather.			
<b>Kolkwitzia (Beauty Bush)</b>	18/24"	3.00	6.75
(Beauty Bush) A glorious fountain-shaped plant covered with delicate pink, fragrant flowers in late May and June. Branches are gracefully arched. A rapid grower, 8 to 10 feet in height and diameter.			
<b>French Pussy Willow</b>	18/24"	3.00	6.75
Not the wild Pussy Willow but a fine cultivated French variety. Enjoy these dainty silvery pink flowers every winter. A beautiful round shrub in summer or use them for tall screens or backgrounds			
<b>Russian Olive</b>	2/3'	2.50	5.50
A very hardy, small tree with small, olive-like fruits and silvery foliage. Fragrant flowers in June; silvery and yellow fruit.			
<b>American Bittersweet</b>	12/24"	3.00	6.75
A native hardy vine that climbs by twining. Very vigorous and easy to grow. Glossy leaves turning bright yellow in fall. The big, showy clusters of crimson fruit with orange-yellow coat are widely used for indoor winter decoration.			
<b>Smoke Tree</b>	12/18"	2.50	5.50
Large, loose panicles of flowers with spreading hairs that give a smokey effect. A bushy shrub blooming in early summer. In fall the foliage turns to red, yellow and brown.			
<b>Spirea Van Houtte</b>	18/24"	2.50	5.50
Long, graceful white sprays in May and June. Used as specimens and in informal hedges. Hardy and adaptable.			
<b>Snowberry White</b>	18/24"	3.00	6.75
Bell-shaped, pinkish flowers followed by waxy white berries in autumn. A small, bushy shrub. Does well in partial shade.			
<b>Magnolia Soulangeana</b>	18/24"	10.00	22.50
A beautiful tree that grows to 20 feet or more in height. Widely planted for its really gorgeous 4-inch flowers that open in early spring just before the leaves.			



# **NURISH**

## **Miracle**

### **LIQUID PLANT FOOD**

For

**Flowers - Shrubs - Trees - Grass**

**20% Nitrogen — 20% Phosphorus — 20% Potassium**

#### **NURISH Gives Plants a Balanced Diet**

NURISH is a high concentrate formula based on latest scientific findings—contains a 20-20-20 proportion of the major plant foods **Nitrogen, Phosphorus, Potassium**, plus vital minor elements **Boron, Manganese, Copper** and **Zinc**. Nurish is the result of an extensive study of plant's nutritional requirements and the chemistry of liquid feeding. Because food provided in solution is absorbed immediately, nutrient elements can be proportioned in accordance with actual plant needs. With NURISH your plants get enough of each element.

#### **Well-fed Plants Resist Disease and Blight**

Plants, like humans, resist disease better when well nourished. Feed plants with NURISH and you'll have less worry with other garden problems—weeds, insects, fungi, blight, etc.

#### **Safe, Easy To Use — No Waste, No Mess**

When dissolved in water as directed, NURISH cannot "burn" tender roots or harm even the most delicate plants. You can't make a mistake about the strength of your solution—NURISH is packeted in accurately, pre-measured, moisture-proof foil packets, each containing the proper amount for 2 gallons. You simply break open a  $\frac{3}{4}$ -ounce packet and pour contents into two gallons of water. Nothing to measure—no loss through spilling—just stir 2 or 3 times and chemicals are thoroughly dissolved in a matter of seconds. NURISH may be poured on soil from a pail, sprayed directly on plants, or applied with garden hose. Full directions on When To Use and How to Use will be sent with each package of NURISH.

**Price**—Case of 24 Cartons containing 32 packets per carton, F.O.B. Plainwell

**\$27.60 Per Case**

**Suggested Retail Price 1 Dispenser Box \$2.35**



ORDER BLANK

**Richards Gardens, Inc.**

**Phone 7-3171**

## Plainwell, Michigan

Date .....

Name .....

Street .....

R.F.D. \_\_\_\_\_ Box No. \_\_\_\_\_

Post Office .....

State \_\_\_\_\_

**Do not write in box**

Date you want shipped .....

Shall we substitute when necessary?.....

Do not substitute \_\_\_\_\_

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# Wholesale Price List

## PHLOX - SHRUBS - PERENNIALS

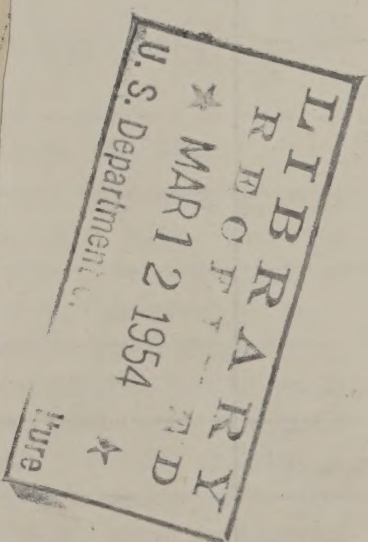
for

### Spring 1954 Planting

## Richards Gardens, Inc.

### Plainwell, Michigan

*Largest Growers of Perennial Seedlings in America*



United States Dept. of  
Agric.  
Ralph R. Shaw  
Washington 25, D.C.

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U. S. POSTAGE  
**PAID**  
Plainwell, Michigan  
Permit No. 19

Return Postage Guaranteed